

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
June 16, 2011**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Jim McPartlin, Secretary	W Hotel Hollywood
	Ron Radachy, Vice President	Oasis of Hollywood
	Frank Stephan, Treasurer	The Clarett Group
	Neelura Bell	CRA/LA
	Michael Gargano	Argent Ventures, LLC
	Nathan Korman	NBK, LLC
	Jan Martin	AMDA
	Don Mushin	Toyota of Hollywood
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, LP
Directors Absent	Greg Angelo	Metro
	Chris Bonbright	Whitley Court Partners
	Captain Beatrice Girmala	LAPD
	David Green	Nederland Organization
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	John Lyons	Avalon Hollywood/Bardot
	Galo Medina	Comprehensive Financial Services
	Louis Pelliccia	The Kress
	Tej Sundher	Hollywood Wax Museum
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Jeff Rouze	HPOA
	Devin Strecker	HPOA
Guests	Charlie Coletta	HEI

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:13 p.m.

II. Public Comment

Stephan announced that New York-based DLJ Real Estate Capital Partners is the new capitol partner with The Clarett Group for the Boulevard 6200 Project. Construction is expected to start in the Fall.

McPartlin introduced his guest, Charlie Coletta, from HEI, the primary investment group of the W Hollywood.

III. Approval of Minutes

The board reviewed the minutes from the previous meeting. **It was moved by Jim McPartlin, seconded by Don Mushin and CARRIED to approve the minutes from May 19, 2011.**

IV. Treasurer's Report

A. Treasurer's Report for May 2011

Morrison reported that there have been ongoing issues with Wells Fargo Bank related to clearing bank fees. The HPOA's accountant Candy Chin, from RBZ, recommended that the Board consider transferring funds to City National Bank since RBZ has an established relationship with their management team. A letter from City National Bank acknowledging their "no fee" arrangement with the HPOA was distributed to the Board. Morrison offered to speak with Comerica Bank which was also recommended as an alternative.

The Board reviewed the master balance sheet and financial statements ending May 31, 2011. **It was moved by Monica Yamada, seconded by Don Mushin and CARRIED to approve the Treasurer's Report.**

V. Committee/Activity Reports

A. Hollywood Facelift Working Group

1. Contract with Hollywood: Morrison reported that staff is keeping a running list of commitments from property owners and also documenting various improvements already taking place throughout the district, such as painting and building renovations. Each team will continue to reach out to property owners and tenants in their respective team areas in preparation for the Annual Meeting on July 28.

2. Hollywood Commercial Property Enhancement Program (CPEP): Neelura Bell reported that the CRA's grant program, CPEP, was adopted by City Council and their staff is currently preparing a brochure and application for the program. CRA plans to host three meetings to review the details of the program, before the application deadline of September 9, 2011. Grants will range between from \$37,500 up to \$200,000 for properties along Hollywood Blvd. between Highland Ave. and Vine St. Morrison thanked CRA for providing this grant in collaboration with the Facelift campaign.

3. Report from Consultant: Rouze reported that he has been working with Sherwin Williams on a color paint palette branded for Hollywood. Paint colors have been selected for each of the primary architectural styles, including Spanish Revival, Beaux Arts, and Art Deco. The brochures will be finalized after the Planning Department and CRA have provided their feedback. Additionally, Rouze is vetting various contractors and expects to have a copy of the preferred vendor brochure completed by the July board meeting.

4. Retail Smart Guys Seminar – MacPherson announced that all BID stakeholders are invited to attend the next Retail Marketing Seminar at the Stella Adler Theatre on June 29. As with the previous seminar, The Retail Smart Guys will offer individual consultations with storeowners immediately following their presentation.

B. Security Committee

1. Cahuenga Corridor meetings: Morrison has been serving as the lead organizer for stakeholders along the Cahuenga Corridor to help address LAPD's concerns about nightlife activity and oversee an RFP process for a collaborative valet program. Five valet operators have submitted proposals thus far and the committee plans to hold interviews next week.

2. W Metro Plaza (XYZ Plaza): Morrison announced that the hot dog vendor selected for the W Plaza is scheduled to start her operation on June 22.

3. Progress report – Community Impact Team: Mitch O'Farrell from Council District 13 provided the Board with a general overview of activities undertaken by the Community Impact Team, which is aimed towards controlling illegal vending and removing obstructions along the sidewalk.

Over the past year, the team has been building awareness around illegal vending and aggressive panhandling. To help in this effort, the HPOA has printed 10,000 cards for hotel concierges and legitimate tour guides to distribute to tourists letting them know that they are not obliged to give money to street performers and CD vendors and they are not permitted, licensed or screened by any governmental agency.

O'Farrell specifically mentioned that he would like to see a valet ordinance drafted this year, which would limit the amount of valet stations on a given block. Once a valet company is selected for the pilot program on Cahuenga, he and the team will look to expand the program in other parts of the district.

The Board collectively thanked O'Farrell for all of his hardwork, commitment and leadership in Hollywood.

C. Streetscape Committee

1. East Cahuenga Corridor Alley: MacPherson reported that construction of the alley and storm drains is underway. The curbs, pavers, and grease interceptor are scheduled to be installed in the next couple weeks.

2. Tree Well Maintenance Update: Jeff Briggs, the BID's attorney, reported that after a number of meetings with City Council and Public Works staff, the City will allow the HPOA to install

disintegrated granite (DG) to even-out tree wells that are below-grade. Public Works staff deems the work as “maintenance,” (not “construction”) and therefore does not require a permit.

MacPherson recommended purchasing the DG directly from Gail Materials and hiring Cleanstreet to install the material, rather than having a vendor subcontract. Labor cost to install the DG in 345 tree-wells is \$5,000 and the DG will cost approximately \$1,800.

It was moved by Ron Radachy and seconded by Frank Stephan to approve the purchase and installation of disintegrated granite (DG) for 345 tree wells in Phase 1, not to exceed \$10,000. The motion carried unanimously.

3. Star Tracker Refurbishment: MacPherson said the CRA’s lighting consultant is expected to host a second demonstration after the first star tracker tested appeared too faint.

4. Walk of Fame refurbishment – MacPherson said there are continued meetings with the Walk of Fame (WOF) Repair Task Force to prioritize areas for repair, sequencing and costs. To date the Project Manager has submitted plans for construction in two areas – the east side of Vine Street, between Sunset and Selma and Hollywood and Highland. More areas will be considered as funds become available.

D. Marketing Committee

1. Cirque Initiatives: Strecker reported that the promoters for the Cirque show have launched a marketing campaign and organized a series of PR activities to take place today, for “Cirque du Soleil Day.” Strecker and Morrison continue to meet with Cirque representatives to work on co-marketing opportunities with BID restaurants, as well as a partnership with Metro.

2. Hollywood Visitors Guide: Strecker reported that currently \$51,425 worth of participation agreements have been signed and returned for the 2012 guide. Sales are on track and are scheduled to be completed before the print deadline for Where Magazine.

3. Pow Wow 2012: Morrison reported that Pow Wow, the international tourism and travel agent convention, will be coming to Los Angeles next April for the first time since 2004. LA Inc. formed an event committee and plans to hold the opening night event at Hollywood & Highland. Morrison will provide further details at the July meeting, including information about becoming an event sponsor to help market the Hollywood Entertainment District as a destination.

VI. Old Business

There was no old business to report.

VII. New Business

A. Nominating Committee: Morrison said the President will appoint a Nominating Committee next week. Directors with terms expiring include Korman, Martin, Yamada, Angelo, Mushin, and McPartlin. Currently, there are three available seats, vacated by Cohen, Pellicia, and Tronson.

B. Sunset BID Renewal and Expansion: Staff is currently preparing for the petition drive and is attempting to reach a 51% threshold before June 24 to avoid manual billing. If all deadlines are met, ballots for the Prop 218 election will be mailed in early July.

VII. Executive Director's Report

Morrison encouraged the Board to attend the Heroes of Hollywood luncheon, where Smith is being honored on June 3rd at the Taglyan Complex.

X. Next Meeting:

The next meeting will be the Annual All Property Owners/Facelift Kick-Off Meeting on July 28.

XII. Adjourn

The meeting was adjourned at approximately 5:32 p.m.